

FSC-83-B		5/14/97	Sales		Retail
SUBJECT: 1997 DORAL Display Header Enhancement Program			1221	1222	
			1222	1223	
			1223	1226	
DISTRIBUTION:			1224	1229	
X AVP	X KAM	X DM	1225	ROM	
X RSM	X AM	X RM	1226		
X RBM	X AE	Sales Rep	1229		PC SC
X ROM		Retail Rep	1240		MC PA
			1244	RSM	RBM

Program Description

Objective: Improve the in-store impact of DORAL's quality leadership image through projecting "Big Brand" presence on current DORAL displays for immediate and long-term brand growth.

Strategy: Utilize an Enhancement 3-D Header (see Attachment A) that does not require electricity on DORAL pack displays to improve/maximize the in-store communication of DORAL's quality leadership image.

Rationale:

- ☐ Pack outlets present the best opportunity for DORAL to influence competitive trial.
- ☐ DORAL's SOM performance is positively impacted by favorable merchandising conditions.
- ☐ In stores with 2 FP displays, over 70% of current contracts, DORAL's merchandising impact is diminished because of primary placement preference given to full price displays, pushing further into the retail clutter.

DORAL

Features: New 3-D Header Features

- ☐ Available in two sizes, 6 wide & 9 wide.
- ☐ 6 wide Header easily retrofits onto existing DORAL 6 tray display unit.
- ☐ 9 wide Header easily retrofits onto existing DORAL 9 tray display unit and SYSTEM III displays. (*Note: When utilized on SYSTEM III, a Header adapter kit will be required.*)
- ☐ New 3-D Headers offer the added benefit of low maintenance as they will not require future POS changeovers.
- ☐ The top of the Header is grooved with a recessed gripper that runs the entire length of the Header. This will allow starburst or other POS pieces to be placed to effectively communicate our "Special Offer" price. Existing price roll-dials should also be used to communicate DORAL's everyday competitive price.
- ☐ Installation/retrofit should require no more than 5-10 minutes.

What Needs To Be Accomplished

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- ☐ Retrofit as many DORAL displays as possible with the new DORAL Enhancement Headers during June and July prior to the August launch of WINSTON's repositioning.
- ☐ Begin retrofitting DORAL displays in high volume level II & III merchandising partners according to the following priorities:
 1. Replace current 6 & 9 wide DORAL display Headers with new 3-D Headers.
 2. Replace SYSTEM III units with new 3-D Headers where:
 - Currently a small 24" card or transparency is being utilized.
 - Currently a large 19" card is being utilized.

NOTE: SYSTEM III units that currently have a large 19" transparency Header and the unit is continuously lighted, use your judgment as to replacement. Our key replacement priorities are #1 and #2 stated above.

Hardware Details

There are three (3) parts you will need to order to retrofit existing DORAL displays:

6 Tray DORAL Display

- ☐ Order Item #530453
Description: 6-Wide Enhanced Header

9 Tray DORAL Display

- ☐ Order Item #531701
Description: 9-Wide Enhanced Header

SYSTEM III Units

- ☐ Order Item #531701
Description: 9-Wide Enhanced Header
ALSO
- ☐ Order Item #531812
Description: Header Adapter Kit

Allocation Rationale

- ☐ Allocation (see Attachment B) were determined based upon 50% coverage of the estimated number of DORAL displays per region. 50% coverage is due to current resource constraints (Field Sales time and Brand Budgets).
- ☐ Allocations were calculated by applying the percentage of level II & III contracts by region to the number of 6-Tray, 9-Tray, and SYS III displays that have been ordered by each region using historical shipment data.

Availability

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- ☐ Enhancement Headers will be available for shipment beginning June 2, 1997 for approximately 50% of existing DORAL displays.
NOTE: Header quantities will be available for shipment each week beginning June 2 through June 30. (See Attachment C for allocations by week)
- ☐ Additional Enhancement Headers will be produced for the remaining DORAL displays/SYSTEM III in 1998. (Quantities to be determined later this year based on Field Sales input).
- ☐ Additional color copies of the new header are available through your ROU.

Recommended Execution Planning

Listed below are some recommended execution guidelines that will help in your planning. Use your judgment on the best approach for your market.

- ☐ Retrofit displays in major chains before implementing in smaller chains and independent accounts.
- ☐ Rollout retrofit implementation by division to take advantage of staggered materials availability.
- ☐ ROM's should provide a list of initial target stores to be retrofitted by sales territory to aid in implementation planning.

New Stores

- ☐ All new stores should utilize either a DORAL 6 wide display or 9 wide display with the 3-D Enhanced Header. (6 tray & 9 tray displays ordered after June 2 will include the new Enhanced 3D Header.)

We continue to be convinced that these displays offer us more flexibility, both short term and long term, as well as allows better price communication when the roll dial pricer is utilized.

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